**PERTHSHIRE TOURISM PARTNERSHIP (PTP)**

**NOTE OF MEETING**

**Date:** 26 September 2018

**Venue:** The Old Manse of Blair, Blair Atholl

**In attendance**

* David Smythe, Cloag Farm Cottages - Chair
* Adrian Blundell, Dunkeld & Birnam Tourism Association
* Allan Minto, Golf Perthshire
* George Laurie, Loch Leven Tourist Forum
* Rose La Terriere, Rannoch & Tummel Tourist Association
* Tracey Smith, Meetings Perthshire / Fonab Castle
* Peter Crane, Cairngorm National Park Authority
* Roy Jenny, Culture Perth & Kinross
* Joyce Kitching, Historic Environment Scotland
* Lindsay Gibb, Perth & Kinross Country Trust
* Cllr Tom Gray, Perth & Kinross Council
* Suzanne Cumiskey, Perth & Kinross Council
* Alan Graham, Perth & Kinross Council
* Caroline Warburton, VisitScotland
* Laura Brown, VisitScotland

**Speakers/Invited Guests**

* Anne MacDonald, Old Manse of Blair - speaker
* Katy Mathieson, EventScotland – speaker
* Gordon Riddler, Heart 200 – speaker
* Robbie Cairns, Heart 200 – speaker
* Mike Dales, Heart 200 - speaker

**Apologies**

* Ken Chew, Breadalbane Tourism Association
* Donald Riddell, Visit Aberfeldy
* Alison Beddie, Scottish Enterprise
* Stuart McLaren, Crieff & Strathearn Tourism Association
* Peter Barr, Blair Atholl & Area Tourist Association
* John Shevlin, Meetings Perthshire

**1. Welcome, Apologies and Introductions - David Smythe, Chair**

**2. Welcome - Anne MacDonald, The Old Manse of Blair**

The PTP was held at The Old Manse of Blair and owner Anne MacDonald provided an overview of the business which is targeting high end luxury market. The building currently has seven rooms with permission to build an additional eight rooms.

She also highlighted the recently completed event space, which has been used for a wedding already. They are working with local partners to ensure that money is kept in the local economy. Anne is also working with travel trade and corporates and targeting international visitors.

**3. PKC Approach to Events - Alan Graham (Perth & Kinross Council)** *– see attached slides*

In Perthshire, there are about 800 events of scale held each year – from fairs, sporting events, concerts and galas and ranging in audience size. Events are a strong part of Perthshire’s offer and a key driver for business and leisure in Perthshire.

PKC is not in a position to support every event being held in Perth & Kinross and therefore takes a strategic approach to its support. Its role is to help maximise the opportunities that events bring in bringing visitors to the area, speaking money in the region, ideally staying overnight and even extending their stays beyond simply the event itself. The Council’s role is also to support the softer benefits in enhancing the image of the area, reinforcing the identity, participation and legacy of the region.

Local events, such as galas, fairs and Highlands Games, may have less attraction in pulling people into the area but are important for the local community and are part of the tapestry of the area. The national events held in PKC that drive people to the region, such as The Ryder Cup and the 2019 Solheim Cup as important in raising the profile of the region internationally however can be one-offs. PKC ambition is to see the events schedule grow over time and become more sustainable. A [toolkit is available to assess the economic impact](http://www.eventimpacts.com/), which is also useful for funding proposals. PKC work closely with EventScotland when appropriate.

Currently PKC are looking at an events calendar to avoid events all taking place at the same time and are considering how Perthshire plays its part within the [Year of Coast & Waters](http://www.eventscotland.org/funding/year-of-coasts-and-waters-2020/) in 2020. At a local level PKC are also looking at their priorities and gauging how to support industry.

*In addition, Alan also noted that* [*Sam Morsehead of Perth Racecourse had sadly passed away*](https://www.scotsman.com/news/obituaries/obituary-sam-morshead-professional-jockey-clerk-of-course-and-hugely-successful-perth-racecourse-manager-1-4813575)*. Sam was a huge driver for the racecourse and events in the area and the PTP would like to pass on condolences.*

**Questions:**

* How do industry put forward their views / voice about their priorities? AG – need to visit that and look at the best mechanism – whether that’s a survey or focus groups – feed that out through this group.
* Culture linked to events linked to tourism – what is the roles of all the agencies and the part they play i.e. - Perth & Kinross Culture / Horsecross/ Culture PK? Review of cultural agency roles is ongoing, end of November will present a range of options of what the way forward might look like.
* Different agencies play different roles with events - Culture PKC manage the facilities from libraries to museums - each of the agencies offers are slightly different. Horsecross – programmer, business events, local resident market.
* Is the strategy to encourage events in Highland Perthshire?Yes, Blair International Horse Trials is an example of a high profile event which has been supported, and the event is now looking to sustain itself independently of public sector fundings.
* Year of Coast & Waters 2020 – where are we in terms of thinking about this?Early days. One idea was a possible trail around the Firth of Tay (Dundee, Angus, Fife and Perthshire) - taking inspiring from [Edinburgh in 101 Objects](https://edinburgh.org/101/) with the aim of encouraging people to move around the region.
* There was a request that if anyone is working up ideas for YC&W2020 to let Caroline know so they can be fed into the Themed Years Group.

***ACTION***: see Year of Coast and Waters funding that has been announced aimed at event and festival organisers. <http://www.eventscotland.org/funding/year-of-coasts-and-waters-2020/>

**4. The 2019 Solheim Cup - Katy Mathieson, EventScotland** *- see attached slides*

* [The Solheim Cup](https://solheimcup2019.com/) will take place from 9-15 September 2019 with the key tournament days taking place on 13-15 September.
* The event will be held at Gleneagles.
* The event is the largest and most prestigious women’s golf event in the work, with the best golfers from Europe and USA going head-to-head.
* Expecting 200 photographers and global media.
* Driver for promoting Scotland as the Home of Golf, Perthshire as a place to visit and greater participation in women’s golf (and sport more widely).

Schedule of the week: in addition to the main tournament, the Gala Dinner takes place at the Perth Concert Hall with the Opening Ceremony taking place on the Thursday. Play starts with the Junior Solheim Cup.

The type of visitor is very different from The Ryder Cup and all partners have ownership and a part to play across different markets. It is hoped that the event and associated activities will appeal to more than just golf fans and will draw in families and young people.

Due to announce the sponsors and partners, these are global partners and very significant sponsors. There are opportunities for local business for approx. £5,000 which Katy can feed into the partners.

* ‘A Year To Go’ Roadshow took place to raise awareness about the event and hospitality sales launch following on from this.
* Currently working with Transport Scotland with a transport plan for the week. There will be two Park and Ride schemes at Dermot Park and Stirling and trains direct to Gleneagles. The Solheim Cup as an event will be very accessible – to include a drop off option. There will be onsite parking to encourage families and the road closures will be minimal.
* Arena staff will be onsite 6/8 weeks before the event so will need somewhere to stay.
* Community engagement group very important for this group looking at pulling together toolkits etc.
* VisitScotland activity has included branding at different golf events including The Golf Sixes in St Albans, bespoke TV adverts on Sky, and promotion of The Solheim Cup at the recent Ryder Cup where the team were selling tickets alongside The Solheim Cup Team Captain and Scottish suppliers. Other trade shows include IGTM and several other shows promoting the Solheim Cup activity.

Visitor Journey – looking to encourage businesses to push the message

* List of tour operators’ websites available on the Solheim Cup website.
* There will be a bridge across the motorway from the train station.
* Pricing strategy - under 16’s go free, ticketing concessions price, family price to be more inclusive.
* Specific activity aimed at accessibility - onsite parking for accessibility and families.
* Expecting a good turn out from America to attend the Solheim Cup

Is there a Park and Ride from the north of Perthshire? This would encourage people coming from the north to stay in Highland Perthshire.

***ACTION:*** Katy to go back to Transport Scotland and feed that in. Joyce to liaise with Katy around outreach activity and young people.

**5. Heart 200 - Gordon Riddler and Mike Dales, Heart 200** - *see attached slides*

The initiative is an independent initiative led by the individuals representing Heart 200 at the PTP meeting. Gordon presented an overview of the proposed Heart 200 touring route around the heart of the country, including Highland Perthshire and across to Stirling. It will include both National Parks.

The route recognises that there is already a lot happening in the region - activities, enterprises and initiatives – and the initiative has the opportunity to join these up via one website.

**Does the route consider the Rannoch area?** It’s one of the extensions of the route. The project takes in 15 miles either side of the main route. Have avoided too much single-track road with an emphasis on stopping at places and to encourage more than one night.

Launch date between September and May. Website live in two weeks. Working with the industry initially, and consumer launch will come three months later.

**How does Heart 200 fit into the tourism associations network in Perthshire?** Looking to connect with all tourism associations and promote the different ways of using the route.

**6. Member Updates**

**Caroline Warburton, VisitScotland:** Highlighted the revamped Perthshire Tourism Partnership Terms of Reference and the new website where all the information will be hosted. All members are in attendance on behalf of a local tourism group on behalf of their members.

Forward agenda suggestions – so please let us know.

**Roy Jenney, Culture Perth & Kinross:** Reach into all local communities through library service – from tourism side visitors have access to wifi. The Museum and Art Gallery host a range of exhibitions and appeal to residents and to visitors, just adding to the tapestry of what Perth & Kinross has to offer.

Cusp of an exciting capital programme – exact opening date to be confirmed second half of 2021 with a bid to bring The Stone of Destiny to Perth.

**Peter Crane, Cairngorm National Park Authority:** The Cairngorms National Park was 15 years old in September. Latest STEAM data suggest 1.85m visitors visited the park in 2017, so there has been growth over the 15 years but it has not been dramatic. In May next year a ‘5 Year Visitor Survey’ will commence which includes face to face surveys. The first outputs are expected in December next year. All data will be available on the website.

Cairngorms Business Partnership have launched the interpretation experience for The Snow Roads project which can be downloaded onto a mobile and does not rely on mobile reception.

Locally, Mountains and People project is in 2nd half with lottery funding project to update mountain paths. Ben a Glo path trying to encourage people to contribute to upgrade.

* **Visitor data for CNP** - <http://cairngorms.co.uk/caring-future/local-economy/tourism/>
* **‘Mend our Mountains’ fund raising for Beinn A’ Ghlo** <https://mendmountains.thebmc.co.uk/donations/cairngorms/>
* **Snow Roads Scenic Route** - <https://visitcairngorms.com/snowroads>          <http://cairngorms.co.uk/discover-explore/landscapes-scenery/scenic-routes/> A new website due to be launched later this year.
* **Cairngorms Business Partnership Autumn Conference 7 Nov** <https://visitcairngorms.com/businessevents>

**Joyce Kitching, Historic Environment Scotland:** Activity by volunteers at Stanley Mills taking place from 6-20 October included in normal entry costs.

The Loch Leven Heritage Trail Scooter Scheme enables people with impaired mobility to enjoy the nature reserve there. To that end, a crowdfunding campaign is now live at: <https://www.crowdfunder.co.uk/trail-scooters-at-loch-leven/>. Please can members support the scheme by circulating the link to contacts and by considering making a donation (no matter how small).  There are some rewards which might be of interest.

**Rose La Terriere, Rannoch & Tummel** **Tourist Association:** Concern over the amount of litter left on the Clan Trail around Loch Rannoch. The wild campers leave rubbish behind which is destroying the landscape and the experience for other visitors. This is not responsible access.

**Alan Minto, Golf Perthshire:** Currently receiving Growth Fund support and the summer has been spent filming 2 films for social media – encourage everyone to share this.

Forwarded a proposal to Solheim Cup Group to support a project helping to make golf accessible to kids. Thankfully successful in their bid to purchase 78 sets of golf clubs for free kids club hire in every golf club in Perth. Only destination in the world offering this package to families.